

Message Text

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ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 PASS-00 /018 W

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FM AMCONSUL CASABLANCA

TO SECSTATE WASHDC 4881

UNCLAS CASABLANCA 0670

STATE OED FOR OVERSEAS PRODUCTS AND INVESTMENT OPPORTUNITIES STAFF,
FOR TRANSMITTAL TO MR. KOTON VICE PRESIDENT OF CLUETT, PEABODY
INTERNATIONAL, 530 FIFTH AVENUE, NEW YORK, N.Y. 10036.

E.O. 11652: N/A

TAGS: BTIO, IR, MO

SUBJ: FOREIGN LICENSING OPPORTUNITY: CLUETT, PEABODY

INTERNATIONAL: OPPORTUNITY NO.: 1-77-004

REF: A) STATE A-419 B) RABAT 1106

1. POST HAS CONSULTED WITH THE LARGEST SHIRT FACTORY IN MOROCCO.
FOLLOWING IS INFORMATION CONCERNING THIS FIRM.

NAME: INDUSTRIE MAROCAINE DE CHEMISERIE
ADDRESS: 14, RUE DU BOURBONNAIS, CASABLANCA
CAPITAL STOCK: DH 1,650,000
TELEX: 21.654 & 22.047
CABLE: INMARCHAP
ESTABL: 1961
EMPL: 500/550
ACTIVITY: MANUFACTURE OF SHIRTS AND PAJAMAS
CAPACITY OF PRODUCTION: 15,000 PIECES PER DAY
PRESENT OUTPUT: 10,000 PIECES PER DAY
GENERAL MANAGER: YVES SANCHEZ

2. THIS FIRM IS THE ONLY INTEGRATED SHIRT FACTORY IN MOROCCO.

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IT MAINTAINS A MANUFACTURING PLANT AT ABOVEMENTIONED ADDRESS,
INCLUDING 540 MACHINES AND ITS PRODUCTION IS TOTALLY EXPORTED TO
EUROPE UNDER THE BRAND "MIL". THE FIRM OWNS ANOTHER UNIT AT
BERRECHID, A CITY 40 KMS DISTANT FROM CASABLANCA WHERE ITS
OWN DYEING AND PRINTING OPERATIONS ARE CARRIED OUT. THE FIRM'S
PRESENT ANNUAL TURNOVER IS DH 45 MILLION (APPROX. US\$10 MILLION).
MR. SANCHEZ SHOWED CONSIDERABLE INTEREST IN THIS LICENSING

PROPOSAL AND WOULD BE HAPPY TO BE CONTACTED BY THE REQUESTING FIRM. MR. SANCHEZ INDICATED THAT HE WAS APPROACHED BY THE US FIRM MANHATTAN SOME 4 YEARS AGO, BUT NO AGREEMENT RESULTED FROM THIS CONTACT.

3. POST IS PREPARED TO MAKE A WTDR CONCERNING "INDUSTRIE MAROCAINE DE CHEMISERIE" UPON REQUEST FROM COMMERCE.
MONJO

NOTE BY OC/T: PASSED ABOVE ADDEE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 22-Jun-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977CASABL00670
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770222-1248
Format: TEL
From: CASABLANCA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770632/aaaabbqu.tel
Line Count: 72
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 6a90e378-c288-dd11-92da-001cc4696bcc
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
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Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 26-Oct-2004 12:00:00 am
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Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2074479
Secure: OPEN
Status: NATIVE
Subject: FOREIGN LICENSING OPPORTUNITY: CLUETT, PEABODY INTERNATIONAL: OPPORTUNITY NO.: 1-77-004
TAGS: BTIO, IR, MO
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/6a90e378-c288-dd11-92da-001cc4696bcc
Review Markings:
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